



WEST VALLEY CITY
Unity Pride Progress

Press Release

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FOR IMMEDIATE RELEASE

Date: November 26, 2007

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“Be Heard, Vote!” Voter Outreach Campaign Deemed a Success

WEST VALLEY CITY – Voters in West Valley City turned out in increasing numbers during the 2007 General Election. In the At-Large general election, 13,458 ballots were cast, representing a 43 percent increase in the number of voters compared to the 2005 At-Large general. Those residents who voted make up about 31 percent of the approximate 43,000 registered voters in West Valley City.

With 3,106 ballots cast in the 2007 At-Large primary, representing a 23 percent increase from the 2005 At-Large primary, West Valley City has seen an increase in the number of voters in each election, primary or general, since starting a voter outreach campaign during the 2005 election season.

“Although the results were skewed by the highly-debated Proposition 1 issue, the number of registered voters turning out to make their voice heard is encouraging,” said City Recorder Sheri McKendrick. “We hope that this increase in the number of voters will continue in future elections when there isn’t a controversial item on the ballot instead of dropping to the pathetic numbers we’ve had in the past.”

The “Be Heard, Vote!” campaign provided information to the public regarding how to register to vote and where to vote, as well as candidate contact information via brochures available at City Hall, the Family Fitness Center and the Utah Cultural Celebration Center. Also, the Salt Lake County Clerk’s Office mailed postcards to registered voters as a reminder to vote.

The City Recorder’s Office held a “Meet the Candidates Night” prior to each election to give voters a chance to have their questions answered by the candidates. Approximately 100 people attended each event.

General Election Results

At-Large Race

Year	Ballots Cast	Registered Voters	Percent of Registered Voters the Cast Ballots
2007	13,458	43,267	31%
2005	5,798	44,370	13.07%
2003	4,895	38,935	12.55%

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